

*Dedicated To Kian Delos Santos,  
a victim to police brutality in the Philippines*

A lot of tragic things are constantly happening in the world. Within the last 5 years, we lost over 5,000 people to police killings in the United States, over 6,000 in the Philippines, and 34,000 in Brazil. From January to April 2022 alone, over 3,000 people were slain in Northern Nigeria. From 2016 to 2020, 77,000 Palestinians were injured in the Israel-Palestinian conflict and in the last 10 years, over 300,000 Syrian Civilians have been killed in the Civil War. The worst part about these statistics is that not even half of these numbers accurately disclose or represent what's going on in the world. So many humanitarian issues are still being neglected each day, so much is going on yet most of society turns a blind eye to it. For my Cross Media Narratives project, I want to focus on the importance of protest for the sake of human rights.

Oliviero Toscani, known for his advertisements for United Colors Of Benetton said that he “feels responsible to do more than to say ‘Our sweater is pretty’”. This catalysed an idea to further integrate Fashion and Politics and to use fashion as a tool for activism. On a large scale fashion is a reflection of society while on an individual scale, fashion is a reflection of one's morals and beliefs. What one chooses to wear for themselves represents their sentiments towards other people. The brands we wear, the material, the way we wear them, how they were made, and how we bought them, all have underlying suggestions towards a certain belief. With that, I examine the Paisley Bandana print and its involuntary presence in protests worldwide, how this print is a representation of change, and what it depicts when worn.

No matter the movement, country or issue at hand, individuals are constantly seen sporting the Bandana print. The print is everywhere and has somehow contrived itself to be some sort of unofficial symbol for protest. In communicating a fashion story, the print's presence will represent a decision to protest as a style choice. How through knowledge on injustice should incite one to change both physically (via style choice) and theoretically (via action in protest).

How I envision my Fashion story is through an individual's initial awareness of social injustice, the urgency to ignite change, and how a single decision becomes an even more powerful collective decision depicted by a united group sporting the bandana print in protest.

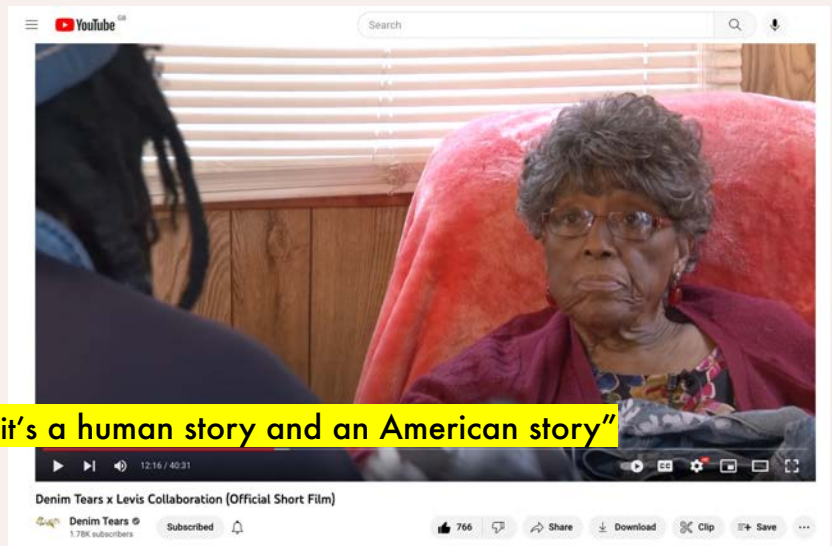
Overall, the ethos of the Bandana print not only represents a style choice but a social decision and depiction of activism in a scene for protest as well. With Police Brutality and many more injustices still prominent worldwide, I intend for this “Fashion Story” to urge the importance of an individual to respond to a calling and help in the fight for human rights today. From an individual perspective to their place in a collective group.

# CAMPAIGN RESEARCH

# Denim Tears



**"It's not just a black story, it's a human story and an American story"**



Tremaine Emory pays homage to his family's personal ties to America's history with slavery and oppression through his 'forgetive framework' of a brand, Denim Tears.

In Spring/Summer 2021, Levi's launched a collaboration with Denim Tears. Here, Emory cultivates the intersection between Fashion and Politics through his Cotton Wreath motif on a pair of Denim trousers. The Cotton Wreath symbolising the intertwined past, present and future experiences of Black Americans and is designed to provoke a desire to inquire.

# Balenciaga

## Bernie



Balenciaga's Fall/Winter 2017 collection by Demna Gvasalia pays tribute to former U.S. presidential candidate, Bernie Sanders.

The Bernie Sanders 2016 campaign logo was heavily referenced in the Balenciaga logo for the menswear collection, featuring the American National colours.

# Patagonia

NOVEMBER 2011



NOVEMBER 2013

**Better Than New**



Patagonia PuffBall Pullover from 1995

**Worn Wear**

a film about the stories we wear

Watch it Black Friday: [wornwear.patagonia.com](http://wornwear.patagonia.com)



**patagonia**

Rooted in Environmental Activism, Patagonia encourages conscious consumerism through a 2011 campaign combating Black Friday negligence, urging their customers to make use of what they already have.

In 2013, they further promoted conscious consumption with their "Worn Wear" film and campaign featuring stories of worn clothing, depicting the long lasting qualities of Patagonia. The Worn Wear campaign further offers repairing and recycling services of old Patagonia gear as opposed to buying new.



# Patagonia



As a response to the Trump's administration policies threatening rights to public lands and waters, in time for the 2020 American Presidential elections, Patagonia released a limited edition amount of shorts with a call-to-action embroidered on the back of the clothes-tag.

# Diesel Denim

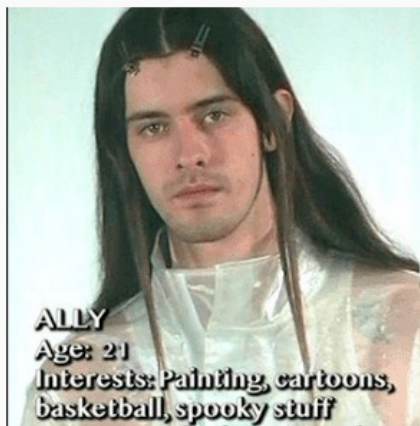


From 1991 to 2001, marketing director, Johan Lindeberg and advertising agent, Jocke Jonason launched a series of advertisements for Diesel of which sparked controversy.

The adverts consisted of topics such as homosexuality, apartheid, religion, sex and more. This created a backdrop discussion for political issues, intentionally designed to *'poke fun at the establishment and inspire young generations to interrogate the world around them'*.



# Helmut Lang



Helmut Lang's Pre-Fall 2018 Campaign mimics dating ad-style imagery featuring 12 characters or 'dating profiles'. A variation of personalities was presented, differing in age, race, gender, occupation, and interests. Furthermore, the campaign had also set up a digital hotline (Email [Love@HelmutLang.com](mailto:Love@HelmutLang.com)) for anyone to actively interact with the characters featured.

Ava Niri, digital editor takes inspiration from the modern-day dating scene whilst referencing shows like *The Dating Game*, *Next*, and *The Bachelor*. Here, the juxtaposition of Fashion and society, together as a tool to induce a deeper discussion of society is prevalent as the campaign is not only a social commentary but a space for interaction and a way to market a versatile clothing collection.



# United Colors of Benetton



BLANKET, 1990



BREASTFEEDING, 1989

Art Director and Photographer, Oliviero Toscani launched a series of iconic yet controversial advertisements for United Colors of Benetton throughout the 1980s and 90s.

When asked about his preference for Activism in advertisement, Toscani told the New York Times in 1991 *“I feel responsible to do more than to say, “Our Sweater is Pretty.”*

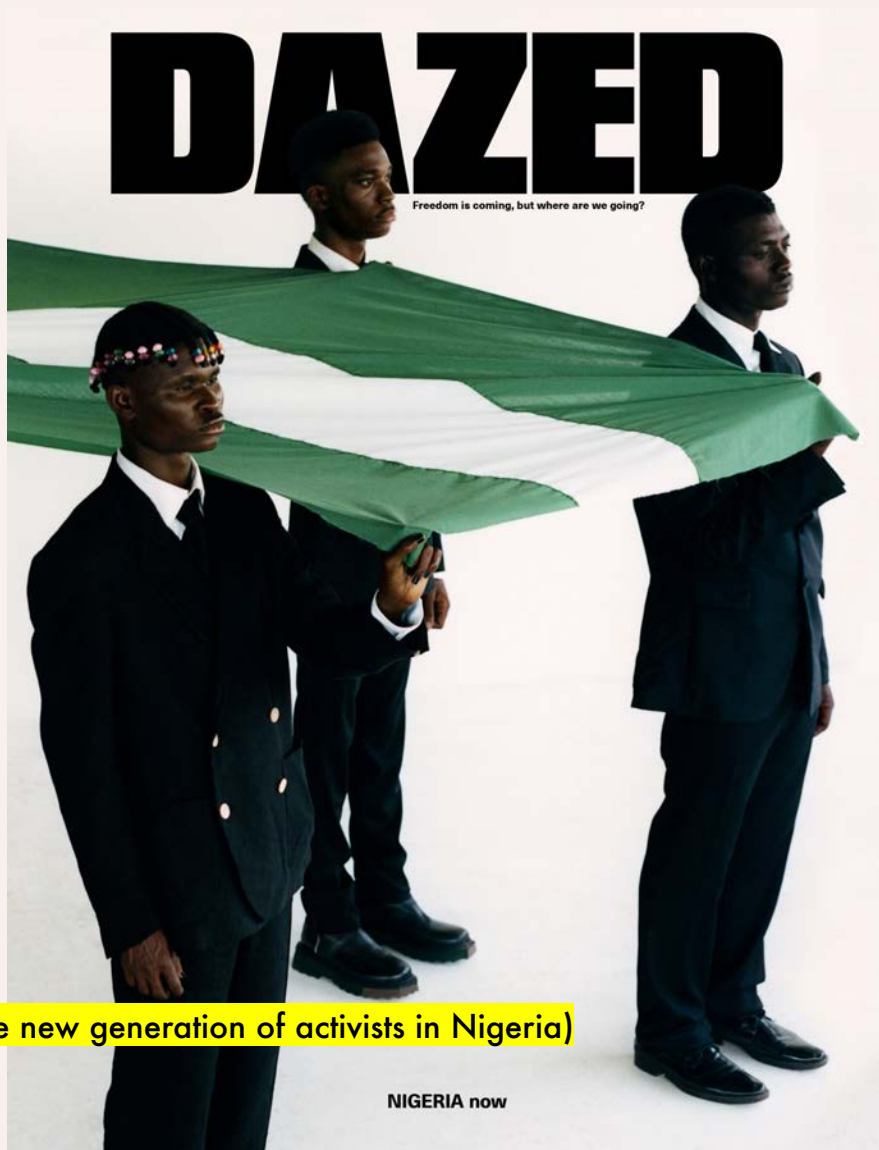
# Nike



Colin Kaepernick is an American Football Quarterback and Activist. In 2016, he is famously known for kneeling during the American National Anthem in protest of police brutality and racial discrimination in the United States. The gesture was considered disrespectful towards political conservatives and the American National Anthem. Due to this, Kaepernick remains a free agent / unsigned by any professional Football team.

In 2018, Nike released their 30th anniversary “Just Do It” campaign with Kaepernick as the face of the endorsement. The “Believe in something. Even if it means sacrificing everything.” campaign brought attention to the Black Lives Matter movement with nearly 1000 police killings recorded each year. This was met with both an appraisal and a boycott of Nike products.

# Dazed



(uncovering the new generation of activists in Nigeria)

NIGERIA now

The Special Anti-Robbery Squad (SARS) is a unit of the Nigerian police force known for abusive acts with over 250,000 cases to date. A boiling point of police brutality has kickstarted the END SARS movement among activists all over the country.

Dazed magazine's first issue by Ib Kamara consisted of 7 covers, each tackling a different political agenda. In the Nigeria Now cover, Kamara sheds a light on the END SARS movement, uncovering the new generation of activists in Nigeria. Kamara highlighted the past, present, and possible future of Activism where 'a generation comes together with one collective voice' to instigate change.



# Show Studio



In 2014, a homosexual couple was forced to stand trial in Russia, having the government fail to live up to their bare minimum expectations to protect the rights of the LGBT community.

As a response, Gareth Pugh and Ruth Hogben for ShowStudio released Proud To Protest in support of Amnesty International's campaign to raise awareness of human rights abuses. Proud To Protest is a short film tackling the themes of chaos and control, illusion and propaganda, and the need for a unified response for love as a human right. 92 collaborators from the likes of Kate Moss to Vivienne Westwood were featured sporting a balaclava to symbolise the call-to-action in individual 20-second videos.

The Proud To Protest project aims to raise awareness on the lack of humanity society still manages to possess. With the release of this project at the beginning of London Fashion Week 2014, the discussion for the fashion industry and the rest of society to do more is urged.

# DEVELOPMENT WORK







The Bandana Print and its unintentional relationship with activism:





# ACTIVISM



These are the George Floyd Protest covers from June 2022 of TIME Magazine USA.

The cover features Devin Allen's photograph from a 2015 protest in Baltimore after the death of Freddie Gray. The image resembled that of the Civil Rights movement in America 1968.

The figure on the right photograph is seen subtly sporting a paisley bandana covering their nose and lips as they are running from the police. Here, the bandana can be seen as a symbol, a presence, and a pattern for the desire of change and protest against discrimination. This pattern and these issues have been seen alongside each other and are very much existent despite years of fighting against prejudice.

# HISTORY

**BANDANA** from Persia to Paisley

**SANSKRIT - BADHNATI**  
↳ to bind or to tie

**BANDANNOE** → **BANDANA**  
Portuguese → Anglicized


**Paisley** - known for curved teardrop shaped figures, based on the Indian pinnacles

Paisley has grown & developed to be a print with botanical inspired symbols

↳ botan design from Persia

↳ 1815 Kashmir Company

↳ Kani Kashmir Moon Shawl 1860s



1




**POPULARISATION OF THE BANDANA IN THE WEST**

**George Washington** (by John Hewron)

↳ Textile print maker  
↳ known as the first bandana  
1780 \* inspired future political campaigns

**Dwight Eisenhower 1952**

reinterpreted by Japanese brand Kapital







2020

2

**BANDANAS in Workwear**

**The West Virginia Coal Miners March (1921)** > 10,000 United Mine Workers wore red bandanas to demand unions

**Rosie Riveter WWII**

3

1980s Los Angeles Crips & Bloods  
↳ shown affiliation by wearing red or blue bandanas

**Turkey Red & the mainstream bandana**



↳ labor process 1700 involving madder root & alizarin eventually was being massproduced



**United Red Turkey Company Glasgow 1898**  
- massproducing the bandana



4



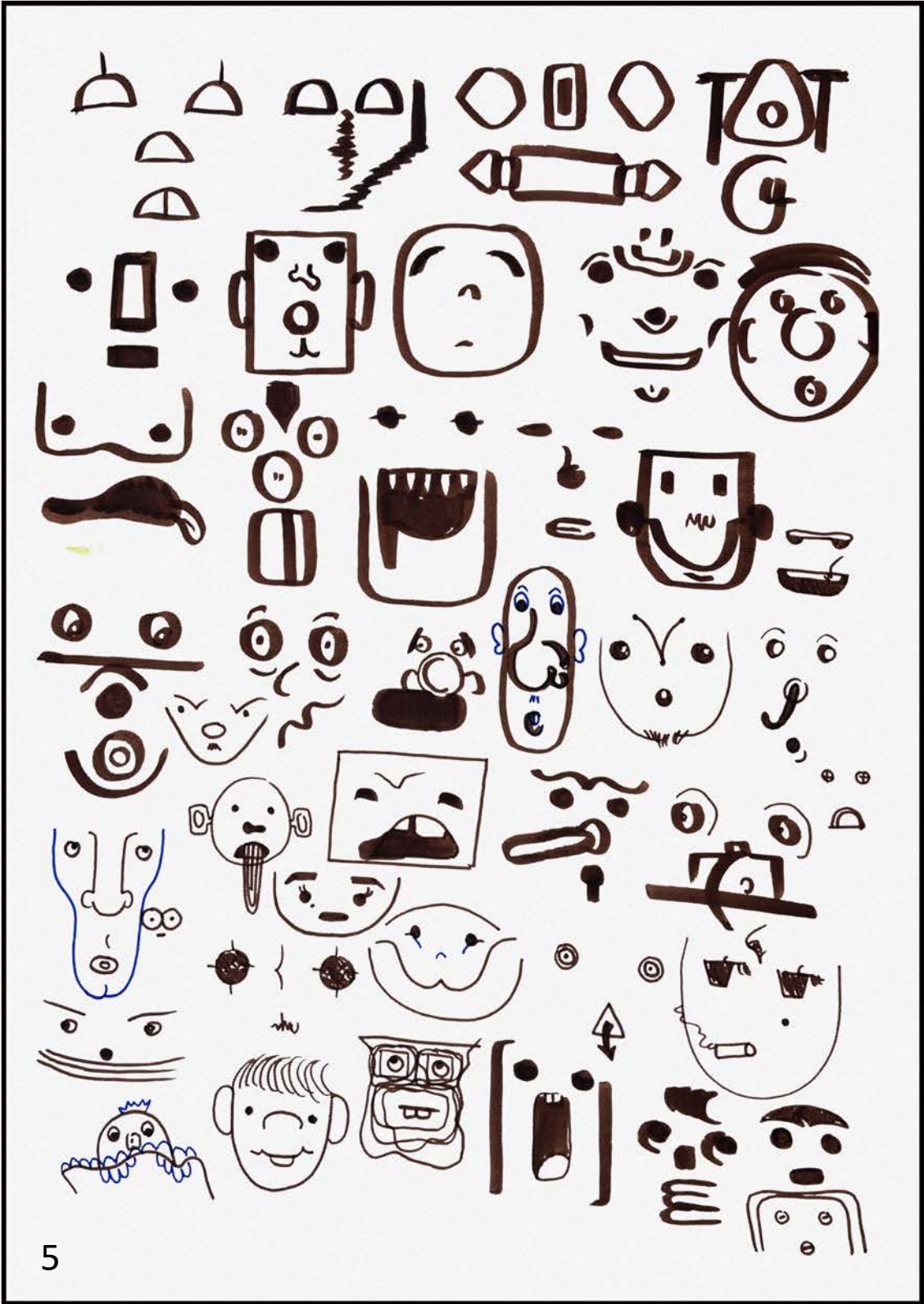
# PRESENCE IN POP CULTURE



# PRESENCE IN FASHION

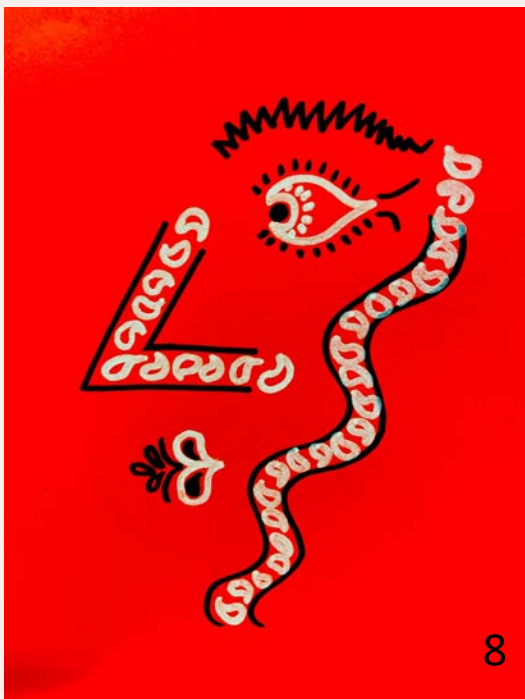


# 1.1 PAREIDOLA WORKSHOP





# 1.2 PAREIDOLIA WORKSHOP



After the Pareidolia workshop, I was inspired to create pareidolia characters out of paisley (botanical) elements.



# 1.3 PAREIDOLIA WORKSHOP

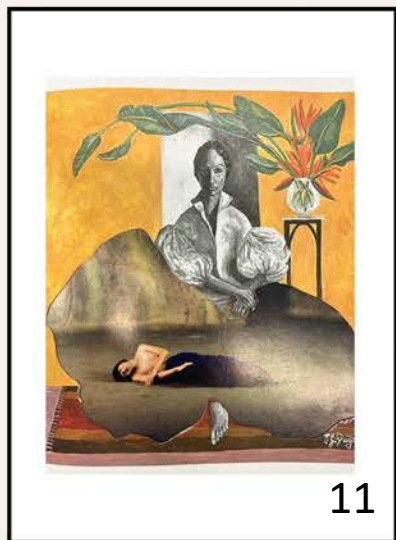
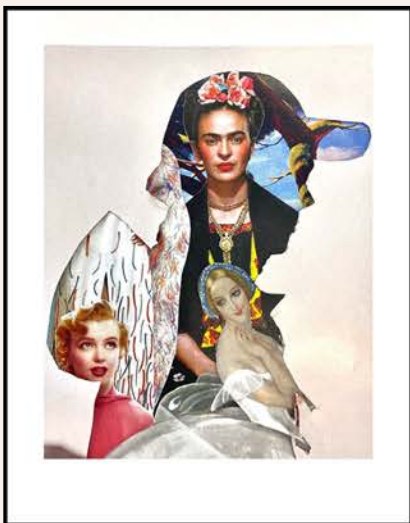


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After my initial analog drafts I took this one on to Photoshop to see how it would look like amidst a bandana pattern.<sup>22</sup>



# 2. INSIDE & OUT WORKSHOP



# 3. SHAPES WORKSHOP



During the Shapes Workshop, after finding the body orientation that I liked, I was inspired by one of the old magazines left in A307 to style it with varying blue lines. Afterwards, I played around with the outcome on Photoshop. I added different gradients and overlays just to see how it would look like.



# 4.1 DRAWING FROM RUNWAY



## 4.2 DRAWING FROM RUNWAY

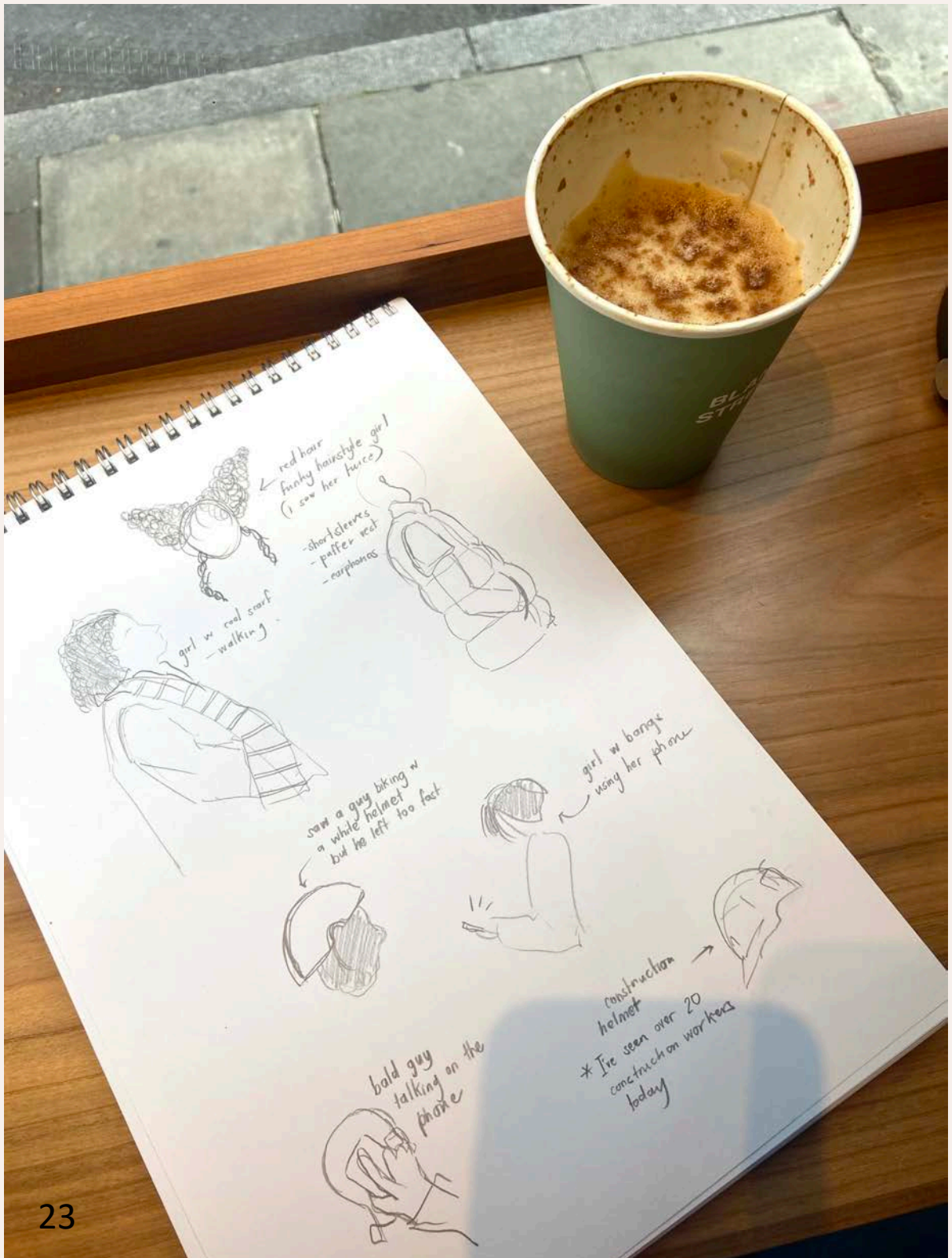


In this workshop, I grew fond of the Oil Pastel and Black Ink combination and how the Black Ink really makes the Pastel colours POP! (especially when wet). From this, I experimented with how the same material combination would work on red paper, black ink and white oil pastel in development of my Activist-Bandana character.





# 5.1 STREET STYLE

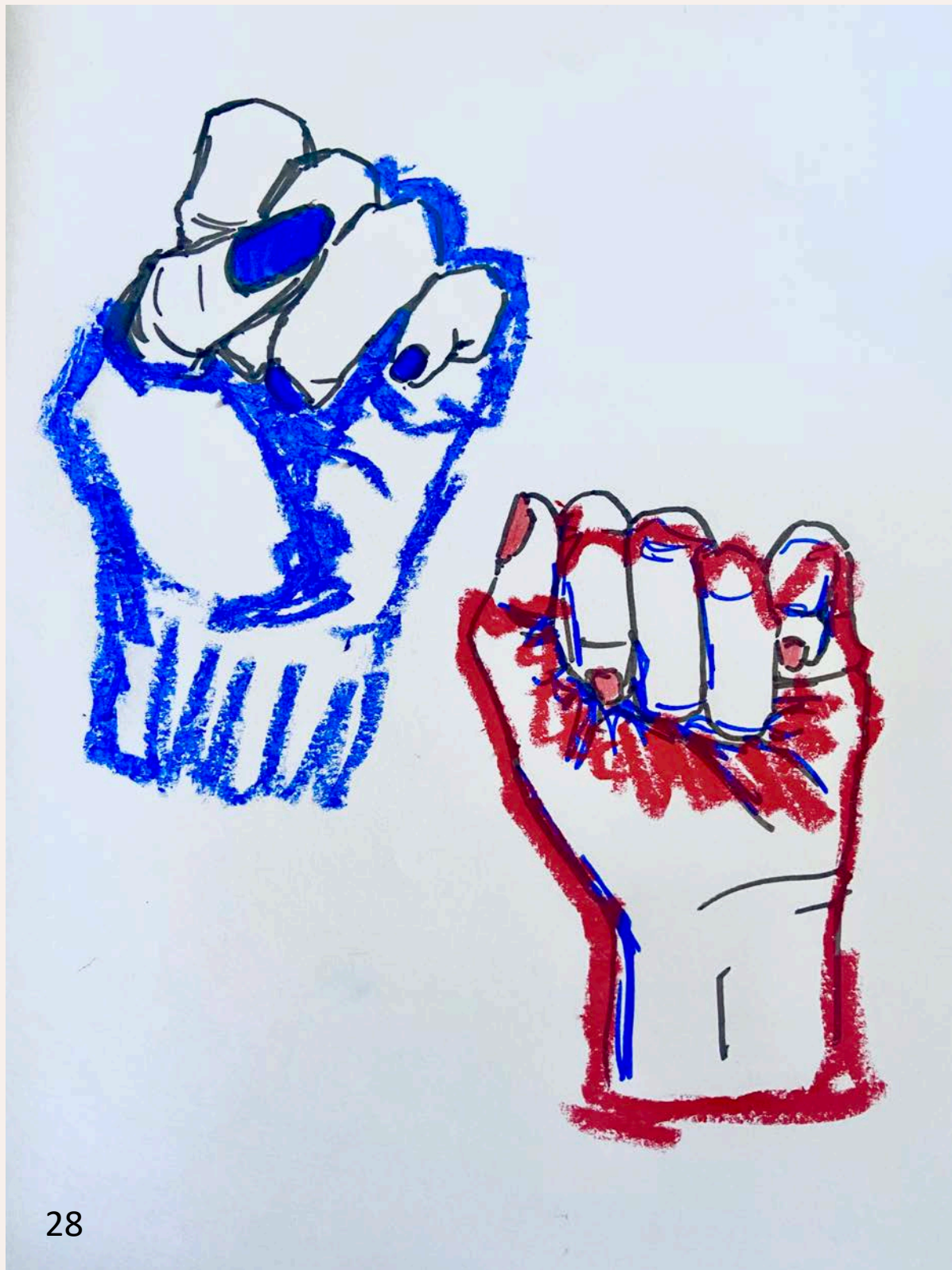




## 5.2 STREET STYLE

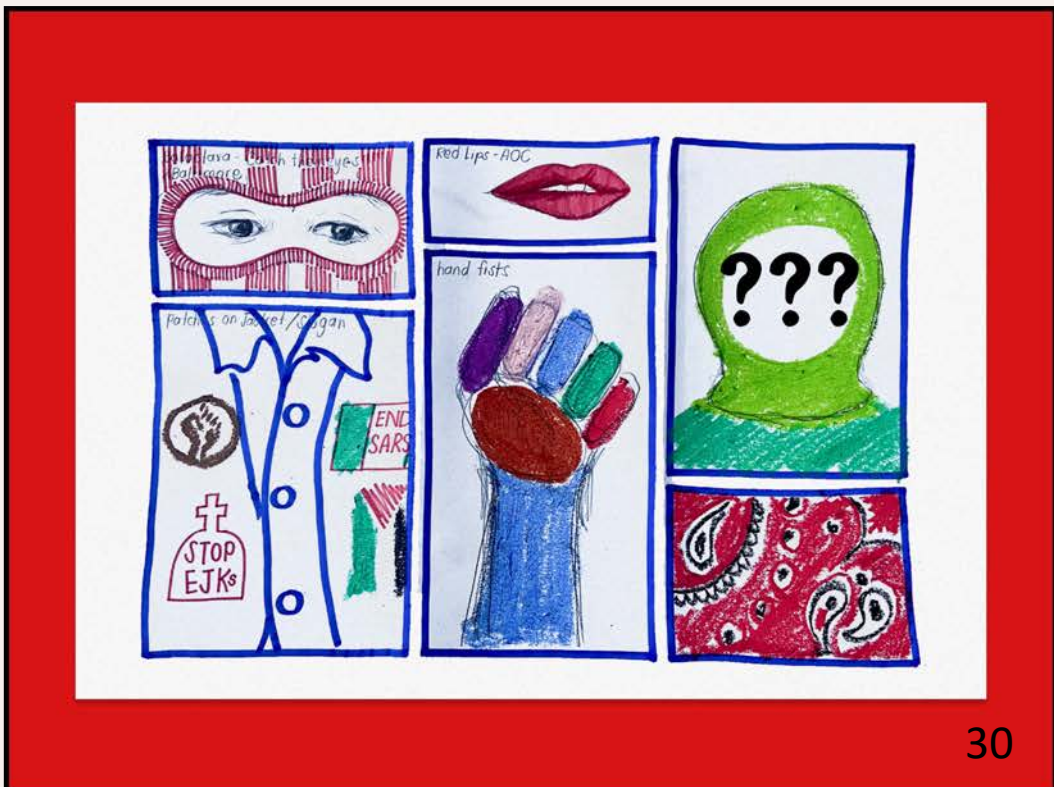
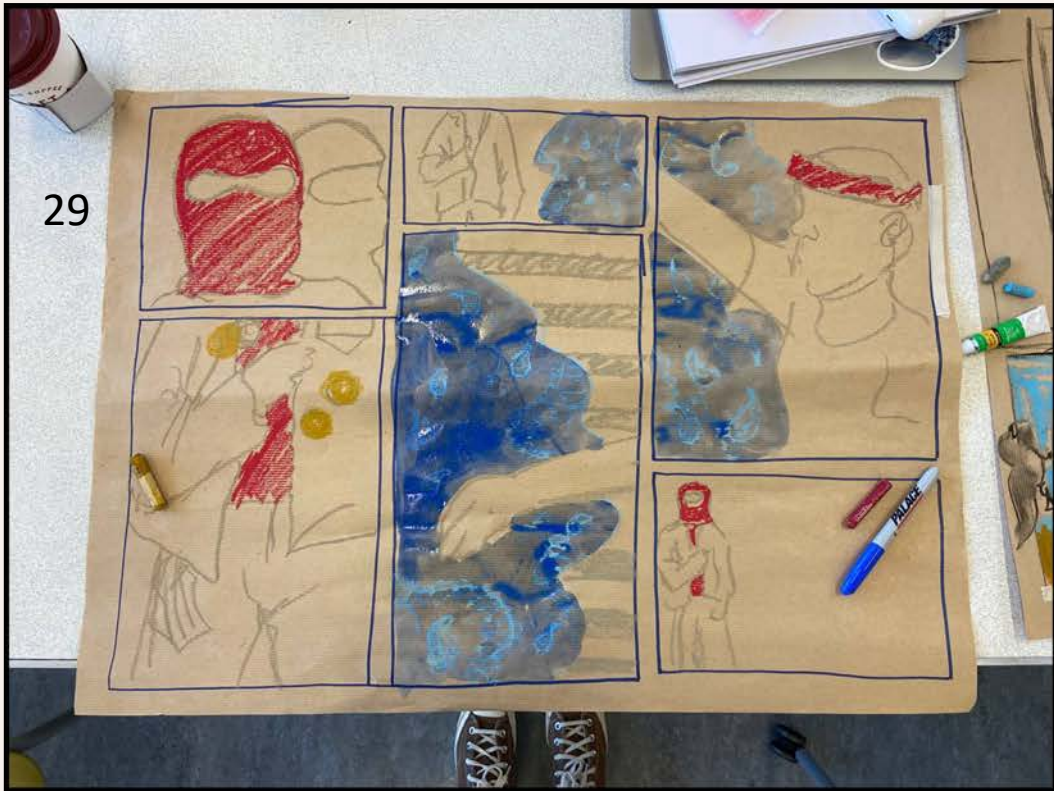


## 5.3 STREET STYLE





# 6. NARRATIVE BUILDING





# 7. BALACLAVA MASKING



31



32



33



# ARTIST REFERENCE

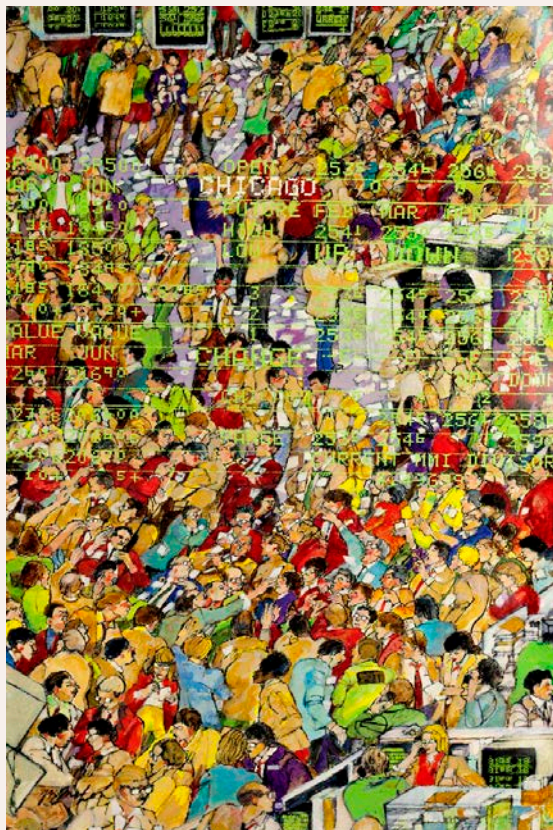


## AMY SHERALD

During our class visit to the Hauser and Wirth exhibit I was introduced to Amy SHERALD's *The World We Make*. Here, I was inspired by how timeless the Nike and Adidas shoes looked on the figures. The feature of these silhouettes give the viewer a sense of classic understanding, anyone viewing the silhouette would be able to acknowledge it despite their age. Based on these silhouettes, these paintings can look like they were made 30 years ago and yesterday at the same time.



# ARTIST REFERENCE



## FRANKLIN MCMAHON

I came across Franklin McMahon's Million Man March illustration and was instantly inspired by how you can feel the movement amongst the crowds from his illustration.

I love how busy his illustrations look and how much character the roughness brings to the image.

# OUTCOME PRODUCTION

34



In making this story board, I realised that I preferred to have my outcome illustration look loose and messy.

I feel that a busy atmosphere would better suggest the protest-activism narrative.

35



36

For this project I made use of markers, paint, oil pastel and ink on cardboard.



# OUTCOME PRODUCTION



This was intended to be part of my final outcome however after illustrating this I thought it looked boring. From how I executed this draft I realised I wanted my outcome to look loose.



I had an old flat Amazon cardboard envelope lying around and with a bit of boredom I decided to draw my flatmate's boyfriend on it.

From this, I realised that a cardboard surface would show more character than that of white paper.



I want the cardboard canvas to mimic that of a protest sign.

I also like how the cardboard surface reacts to paint, the show of its creases and rough edges.

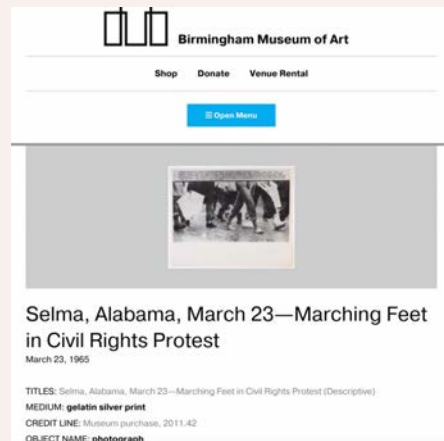
# OUTCOME PRODUCTION



This image features some countries/cities that still face police brutality. This cohesive newspaper is meant to indicate that this is a global humanitarian issue.



This image depicts an bandana pattern in place of a slogan or protest sign. The presence of the bandana print is meant to symbolise a unified desire for change.



This image mimics a newspaper image of marching feet from the Civil Rights Protest in Selma, Alabama (1965). Here, I decided to feature iconic sneaker silhouettes to show timelessness.



# OUTCOME PRODUCTION



I want these characters to resemble that of soldiers (depicting minimal facial expression). Instead of a Camouflage print these symbols are dressed in the Paisley pattern.



I wanted the use of black ink to make the shoe-footprint mark more contrasted however after drying matte on the cardboard, the black ink and red pastel combination didn't look as I'd hoped so I decided to edit the placements and contrasts it via Photoshop.



In this image I referenced silhouettes from Rhude FW 22/23 and Louis Vuitton FW 23. The figures together are meant to look like both the ending of a runway show and a protest at the same time.

# OUTCOME PRODUCTION



This image features the back of a protest crowd amidst a commotion.



This image features silhouettes from Louis Vuitton FW 23 Runway show amidst a torn bandana print.



I initially only made 5 different hands however after finishing this I realised I wanted to fill it out more so I edited this through Photoshop and multiplied the hands so the outcome would look stronger.



# DAZED



## HOW THE BANDANA PRINT UNIFIES THE FIGHT FOR JUSTICE

My Cross Media Narrative images tackle the theme of Activism in a style-like manner through the bandana print as a modern day uniform for activists in scenes of protests worldwide.

How I see this being featured in Dazed and Confused is under either the Art+Photography or Life+Culture segments. I believe that these images are intentional, informative yet fashionable, and don't doubt its place alongside other Dazed articles.

THE PEOPLE'S BORE WITH THE TIMES



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